

Abstract

The thesis titled *A Competitive Fighting on the Railway Prague-Ostrava in the Czech Daily Newspapers* deals with the way the media informed about what was happening on the railway during the onset of the third carrier on this route in the period from 1. 10. 2012 to 1. 2. 2013.

The author draws on theories about the objectivity and impartiality of the media, which assumes that the media will be informed about what is happening on the railways from different perspectives and give equal space to comment that to all carriers.

In the introduction of the thesis the essential concepts of the subject, such as competition and competitiveness, were defined as well as the theoretical concepts of objectivity and impartiality of the press, which the research was based on. The profiles of competitive transport Czech Railways, STUDENT AGENCY and LEO Express are parts of the work as well as the significant events on the railways in the period examined. Research methodology, which the research techniques have been identified in and the analysed material have been specified, belongs to the important theoretical parts of the thesis.

The thesis is based on the quantitative analysis of sixty-one relevant articles dedicated to rail between 1. 10. 2012 and 1. 2. 2013. Contributions by MF DNES, Lidové noviny and Hospodářské noviny were examined. The results are interpreted and displayed using graphs. Conclusion provides recommendations on other possibilities of the replication research.